



Station Order Revised Add to Schedule  
Heinrich for Senate 2012

211721

Market:	Albuquerque	Estimate ID
Flight Dates:	Tuesday, October 02, 2012 to Sunday, October 07, 2012	12261

Contact: Jim Giudicessi  
Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222  
Fax: 505-944-0259  
Direct: 505-998-9530

Jug  
10/1/12

**KASA-TV**

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Judge Mathis	DT	M-F	\$30.00		5						1
1:00 PM 2:00 PM		30		\$30.00							
Funny Videos	EF	M-F	\$100.00	3		1	1	1			3
4:00 PM 5:00 PM		30		\$300.00							
Sold out at LUR per KASA. Move to L4 to clear.											
New Girl/Mindy	PT	Tu	\$1,500.00		2	1					1
8:00 PM 9:00 PM		30		\$1,500.00							
Sold out at LUR per KASA. Move to L2 to clear.											
X-Factor	PT	Th	\$1,300.00	5				1			1
7:00 PM 8:00 PM		30		\$1,300.00							
KASA 9p News	LN	M-F	\$400.00	5		1		1			2
9:00 PM 9:30 PM		30		\$800.00							
KASA 9:30p News	LN	M-F	\$300.00	5			1				1
9:30 PM 10:00 PM		30		\$300.00							
Saturday 9:30p News	LN	Sa	\$250.00	5				1			1
9:30 PM 10:00 PM		30		\$250.00							
Sunday 9:30p News	LN	Su	\$275.00	5				1			1
9:30 PM 10:00 PM		30		\$275.00							
<b>Station Gross Totals</b>			<b>\$4,755.00</b>		2	2	3	2	1	1	<b>11</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 10/1/2012 11:14:05 AM

KASA-TV

Page 1 of 1

# Spot Manager: All, 10/02/12-10/07/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
211721	12261		10/02/12	:30 P5		1:20:25 PM 10/2 - 10/7/2 MHTV1206H			\$30.00
									\$30.00
									\$30.00
Line: 2									
Time Period: 4p-5p									
211721	12261		10/04/12	:30 P3		4:45:33 PM 10/2 - 10/7/2 MHTV1207H			\$100.00
211721	12261		10/03/12	:30 P3		4:45:33 PM 10/2 - 10/7/2 MHTV1207H			\$100.00
211721	12261		10/05/12	:30 P3		4:13:41 PM 10/2 - 10/7/2			\$100.00
									\$300.00
									\$300.00
Line: 3									
Time Period: 8p-9p									
211721	12261		10/02/12	:30 P2		8:17:29 PM 10/2 - 10/7/2 MHTV1205H			\$1,500.00
									\$1,500.00
									\$1,500.00
Line: 4									
Time Period: 7p-8p									
211721	12261		10/04/12	:30 P5		7:30:35 PM 10/2 - 10/7/2 MHTV1206H			\$1,300.00
									\$1,300.00
									\$1,300.00
Line: 5									
Time Period: 9p-930p									
211721	12261		10/04/12	:30 P5		9:08:11 PM 10/2 - 10/7/2 MHTV1207H			\$400.00
211721	12261		10/05/12	:30 P5		9:16:27 PM 10/2 - 10/7/2			\$400.00
									\$800.00
									\$800.00
Line: 6									
Time Period: 930p-10p									
211721	12261		10/04/12	:30 P5		9:56:35 PM 10/2 - 10/7/2 MHTV1206H			\$300.00
									\$300.00
									\$300.00
Line: 7									
Time Period: 930p-10p									
211721	12261		10/06/12	:30 P5		9:59:05 PM 10/2 - 10/7/2			\$250.00
									\$250.00
									\$250.00
Line: 8									
Time Period: 930p-10p									
211721	12261		10/07/12	:30 P5		9:48:57 PM 10/2 - 10/7/2			\$275.00
									\$275.00
									\$275.00
									\$4,755.00
									\$4,755.00
									\$4,755.00
									\$4,755.00

[Sorted by: Line]

## Jim Giudicessi

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**From:** Joan Ledbetter  
**Sent:** Monday, October 01, 2012 4:29 PM  
**To:** Jim Giudicessi  
**Subject:** FW: Spot - Preempt: POL/Heinrich for Senate (D) - 211721

JOAN

Joan Ledbetter  
KASA National Sales  
ph: 505-998-9531  
fx: 505-944-0259

-----Original Message-----

From: Shari L. Busse  
Sent: Monday, October 01, 2012 4:21 PM  
To: Joan Ledbetter  
Subject: Spot - Preempt: POL/Heinrich for Senate (D) - 211721

Station: KASA

Order Information:

Order #: 211721  
Order Total: \$4,755.00  
Agency: Media Strategies & Research  
Advertiser: POL/Heinrich for Senate (D)  
Product: 10/2 - 10/7/2012  
Estimate #: 12261  
Flight Dates: 10/02/12 - 10/07/12  
Demo: Adults 35+

Sales Information: KASA National House, National House, National

The following spot(s) have been preempted:

Preempted Spot Information (211721-5-1):

Rate: \$400.00  
Air Date: Wed 10/03/12  
Eligible Days: --W--F---  
Inventory Code: M-F News 13 on FOX 9p  
Inventory Description: M-F News 13 on FOX 9-930p  
Inventory Code Time: 9p-930p  
Spot Type: NM  
Length: :30  
Channel(s): [1] KASA  
Priority: Section 5  
Preempt Reason: Program Change

mc 9-930p  
ln THUR 10/4

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 **FEDERAL CANDIDATE**
 **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>  KASA-TV      Albuquerque	<b>Date:</b>  10/1/2012
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I, Media Strategies and Research,  
 being on behalf of Martin Heinrich, a legally  
 qualified candidate of the Democratic political  
 party for the office of U.S. Senate  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<b>SEE ATTACHED SCHEDULE</b>			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 02 2012			Sunday, October 07, 2012		

**Total Charges: \$4,755.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, October 01, 2012

Date



Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title